



Data and Privacy File Guides

Apple Media Services: Purchase Reminder

October 2023

File name

Purchase Reminder Projection.csv

File description

This file contains information intended to support customers who attempted to make a purchase but did not complete, to assist them with completing that purchase.

Why Apple keeps this information

Apple retains this information in order to assist customers with purchases that did not complete and to understand the performance of purchase recoveries and purchase reminders.

Field Name	Details
Apple ID Number	Apple account identifying number
Attempted Purchase Correlation Key	Identifier of the previous purchase server event that did not complete
Event Timestamp	The date and time of the purchase reminder signal generation
Hardware Type	The type of device from which the user action was taken (e.g., iPad, iPhone)
OS Version	Operating system version of the device
Product ID	The identifier of product purchased
Purchase Reminder	Whether the purchase that did not complete was eligible for the purchase reminder
Purchase Reminder Eligibility Check Correlation Key	A means through which Apple can associate a user's purchase with their click actions
Purchase Reminder Reason	Reason for the failed purchase not being eligible for the purchase reminder
Store Front Name	The country storefront in which the user's action occurred